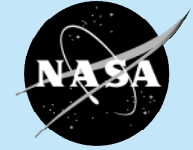


Fundamentals of the NASA Small Business Program

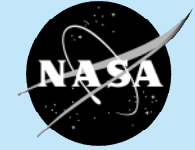
by

Mr. Lamont O. Hames



Overview of Presentation

- General Overview of NASA Locations
- OSDBU Mission, Goals, Philosophy
- Vision for Space Exploration
- Small Business Policy Initiatives
- Non Traditional and Traditional forms of Doing Business With NASA
- Marketing Programs
- Procurement Resources & Assistance
- Advocacy Programs
- National Programs for Small Business Participation
- Final Thoughts and Tips



NASA Centers

Aeronautics

Langley Research Center Hampton, VA

Glenn Research Center Cleveland, OH

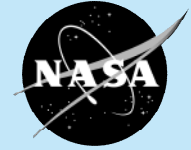
Dryden Flight Research Center Lancaster, CA

Exploration

Johnson Space Center Houston, TX

Marshall Space Flight Center Huntsville, AL

Stennis Space Center Stennis, MS



NASA Centers

Science

Ames Research Center

Moffet Field, CA

Goddard Space Flight Center

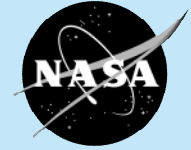
Greenbelt, MD

Jet Propulsion Laboratory

Pasadena, CA

Headquarters

Washington, DC



Vision for Space Exploration

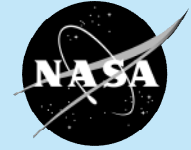
Return to Flight

Completion of the International Space Station

Replace Shuttle with Crew Exploration Vehicle

Return to the Moon

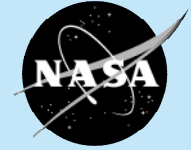
Send Humans to Mars



OSDBU Strategic Mission

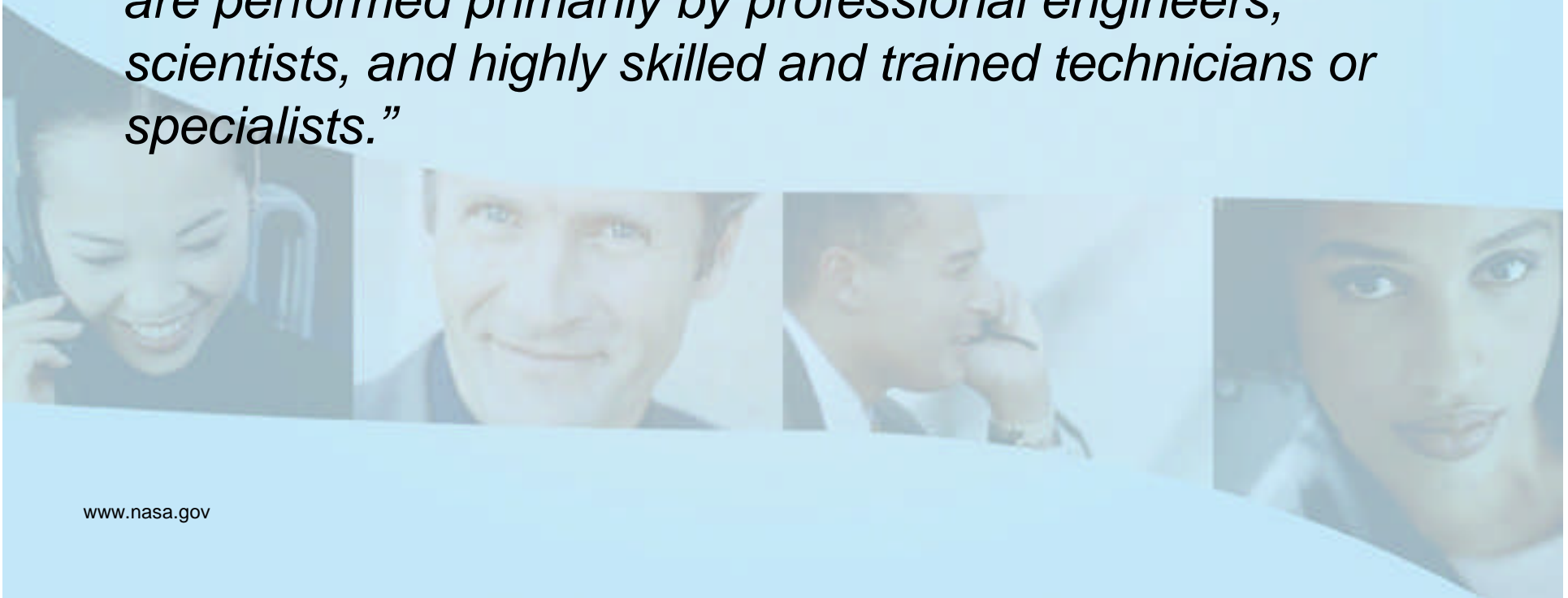
TO PROVIDE EXPERTISE ON THE UTILIZATION OF INNOVATIVE SMALL BUSINESSES THAT CAN DELIVER **TECHNICAL SOLUTIONS** IN SUPPORT OF THE NASA MISSION

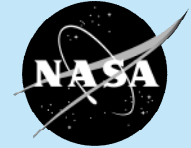




High Tech Definition

“Research and/or development efforts that are within or advance the state of the art in a technology discipline and are performed primarily by professional engineers, scientists, and highly skilled and trained technicians or specialists.”



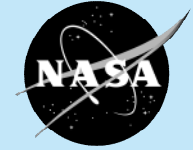


OSDBU Business Philosophy

Small businesses (including SDB's, WOB's, HBCU/OMI's) are our products

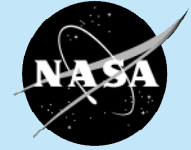
The NASA Missions, Centers, Mission Support Offices, and large contractors and other institutions are our customers

We develop and market our "products" to make them marketable to our "customers" in the performance of the overall NASA mission



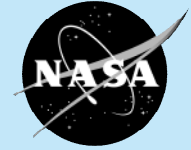
OSDBU Goals

- Broaden public support for NASA and its technical programs
- Ensure the delivery of better goods and services to NASA at the best value
- World class model “OSDBU” organization
- Ensure that SB’s become *independent* of NASA
- Comply with Federal laws and regulations



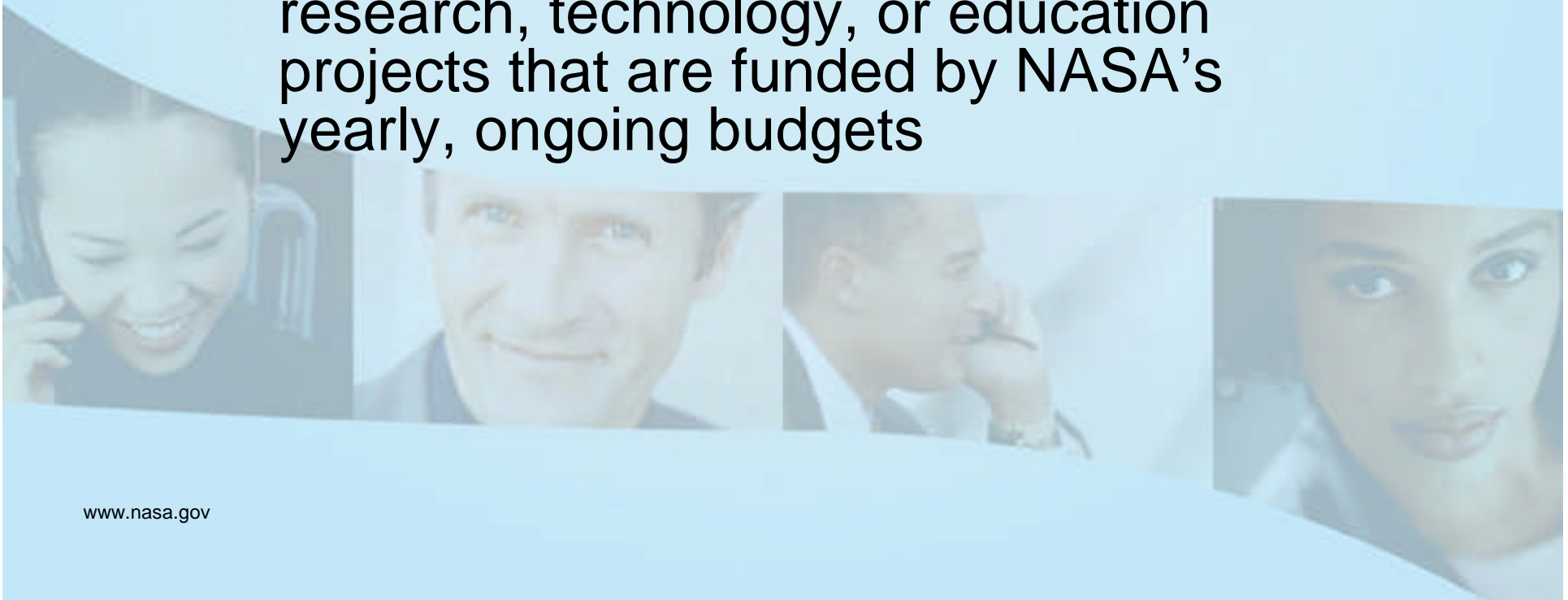
Research and Technology Based Ways of Doing Business With NASA via Broad Agency Announcements

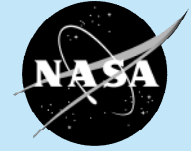
- NASA Research Announcement
- Announcement of Opportunity
- Cooperative Agreement Notice
- Announcement of Partnership Opportunity
- SBIR & STTR Program



NASA Research Announcements

NRA are general research opportunity that solicits relatively nonspecific research, technology, or education projects that are funded by NASA's yearly, ongoing budgets

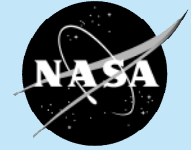




Announcement of Opportunity

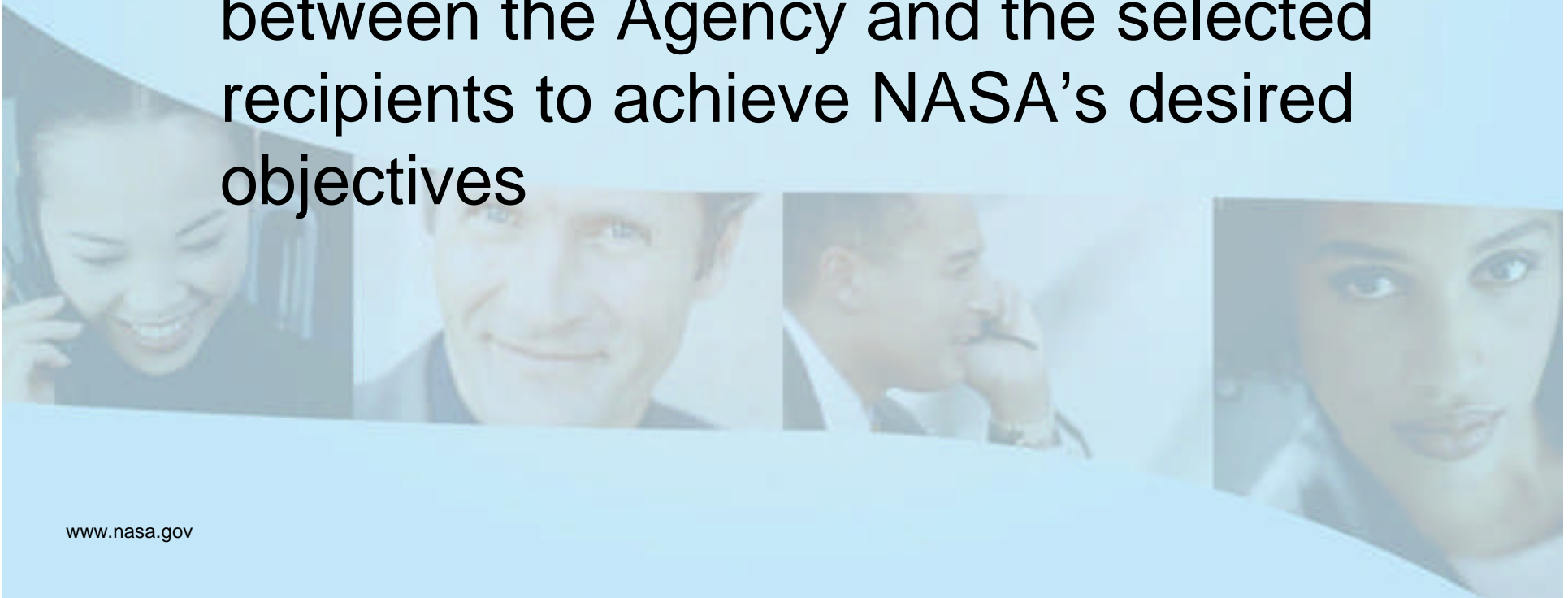
A specific research opportunity for which relatively well-defined science investigations are solicited, usually in association with a specific NASA space mission

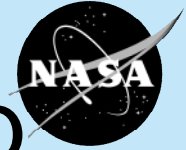
It may (but does not always) involve the provision and operation of experiment hardware and is typically funded by a unique Federal budget appropriation



Cooperative Agreement Notice

A unique research program that involves a relatively high degree of interaction between the Agency and the selected recipients to achieve NASA's desired objectives

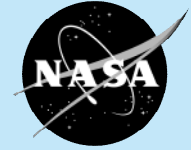




Announcement of Partnership Opportunity

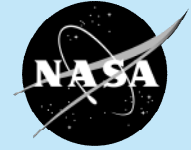
Competition where partner organizations contribute cash or non-monetary resources towards one or more prize (Challenges) competitions that supports a NASA mission.

- Centennial Challenges Opportunity in support of Vision for Space Exploration



SBIR & STTR Program

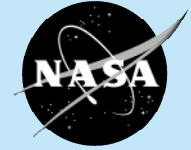
- NASA's Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) Programs are a three- phased approach for the small business concern to develop a technology in response to a specific set of NASA mission driven needs as presented in the NASA SBIR/STTR Annual Solicitation.
- The STTR program involves a research institution partnering with a small business to develop a technology based on specific mission needs. Please check out the NASA SBIR/STTR Schedule for important dates. <http://sbir.gsfc.nasa.gov>



Policy Initiatives with emphasis on Small Business

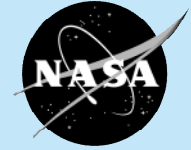
Initiatives that are now NASA Policy Directives
or Federal Acquisition Regulation
Supplements

- Uniform Methodology for Determining SDB Subcontracting Goals
- Total Contract Value
- Goals in Solicitations
- Source Selection Criteria
- Award Fee Allocation
- Mentor-Protégé Program



Traditional Contracting Vehicles

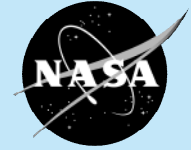
- Mid-Range Procurement Program (Pilot expired)
- Small Business Set-Asides
- 8(a) Set Asides
- Subcontracting
- More frequent use of GSA Schedules



Executive Level Marketing Programs

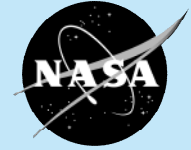
- Sources for Assistance
- Advocacy Initiatives
- National Programs
- Outreach





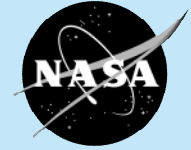
Sources for Assistance

- Marketing NASA Centers
 - Industry Assistance
 - Small Business Specialists
 - Small Business Technical Advisors
 - Center Prime Contractor Liaisons
 - Center Industry Assistance Web Sites
(<http://ec.msfc.nasa.gov/hq/library/industry.html>)
- PROCUREMENT.NASA.GOV
 - NASA Acquisition Internet System (NAIS)
 - NASA Procurement Management System
 - Prime Contracts and Major Contractor Data
 - 8(a), SDB, and Women-Owned Bus. Contractor Data
 - Acquisition Forecast
 - Solicitations



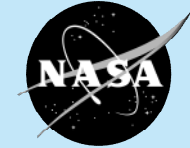
Advocacy Initiatives

- Prime Contractor Roundtable
- *Woman Contractors at NASA*
- *Small Businesses in Return to Flight*
- *Procurement, Legislative, and Information Bulletins*
- *OSDBU Newsletter*
- *NASA Information Technology Guide for Small Businesses*
- Phone Book



National Programs for Small Businesses Participation

- Science Forum
- Aerospace Technology Forum
- Space Science Symposium for Small Businesses
- SB Hardware, Fabrication, Machining and Assembly Service Directory (MSFC)

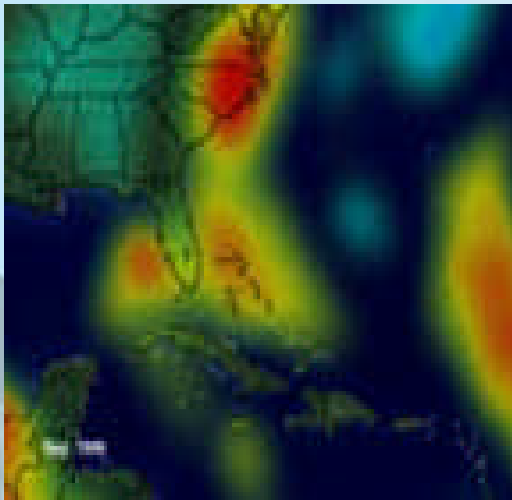


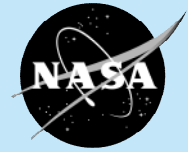
Science Forums

This high-level marketing opportunity allows small technology firms with capability or research capability in the following areas to present before potential customers.

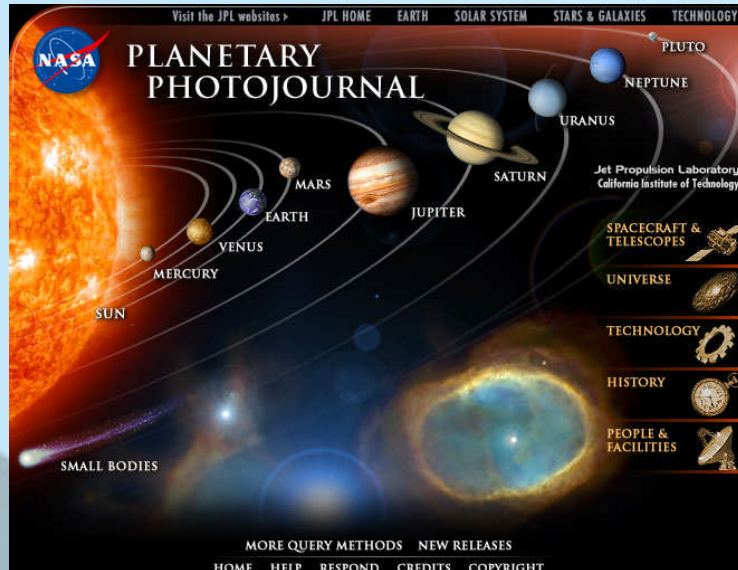
Targeted Areas:

- Earth and Space Science Research & Applications
- Sensor and Instrument Technology
- Commercial Remote Sensing
- Spacecraft hardware
- Space and Ground Communications
- Lasers and LIDAR Systems
- Satellite Data Processing and Analysis
- Space Telecommunications





Space Science Symposium for Small Businesses

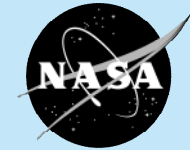


- A national program that illustrates NASA's earth and science program for small businesses
- Presentations are conducted by experts in the science community and senior NASA officials
- Only program highlighting Earth and Science Missions focused at the high tech small business community
- Announcement of Opportunities, procurement initiatives, contracting and subcontracting



Ms. Mary-Helen Ruiz
Program Manager
maryhelen.ruiz@jpl.nasa.gov

Aeronautics Forums



This high-level marketing opportunity allows small technology firms with capability or research capability in the following areas to present before potential customers.



- Targeted Areas Sought:
- High Performance Super Computing
- Computational Fluid Dynamics
- Materials and Structures
- Guidance Navigation and Control
- Air Breathing Propulsion and Aerodynamics

GLENN

Mr. Carl. Silski: Carl.L.Silski@nasa.gov

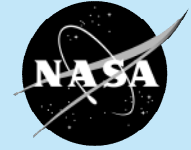
Langley

Mr. Vernon Vann: a.v.vann@larc.nasa.gov

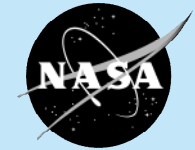
Dryden

Mr. Robert Medina: Robert.Medina@nasa.gov

Minority Business & Advocates Awards Program



Held Annually in September in
Conjunction with MED Week



Important Procurement Intelligence

- Contract Name
 - Contract Number
 - Contract Type
 - (Full and Open, SB Set-Aside, GWAC, GSA, 8(a), other)
 - Center Location
 - Incumbent Point of Contact
 - Incumbent Program Manger
 - Contracting Officer
 - Contracting Officer Technical Representative
 - Description of Contract
 - Goals (SB, SDB, WOSB)
 - Contract Status
 - Where is this contract going?
 - What's the future look like?



X-FACTORS

- Client Management Approach and Stability
 - Any recent changes that could shift momentum
 - Personnel Changes
 - Re-Organizations
 - Senior Leadership
 - Budget/Program
 - Priority Shifts

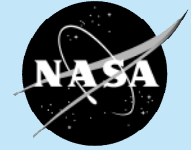


What Else?

- Understand your client and their needs
- Determine where does your firm fit
- Timing is extremely important--Be Ready
 - Have critical information ready

Rates, Accounting System, Client Knowledge

Who Knows your Firm? Get Noticed!



Contact Information

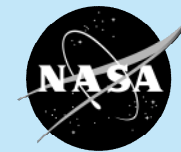
For More Information:

NASA Headquarters
Office of Small and Disadvantaged
Business Utilization

202.358.2088

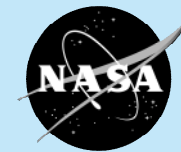
www.osdbu.nasa.gov

National Aeronautics and Space Administration



www.nasa.gov

National Aeronautics and Space Administration



www.nasa.gov